Data in Brief 9 (2016) 123–127

Contents lists available at ScienceDirect

Data in Brief

journal homepage: www.elsevier.com/locate/dib

Data Article

Infodemiological data of Ironman Triathlon in the study period 2004–2013

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ARTICLE INFO

Article history:
Received 26 May 2016
Received in revised form
15 August 2016
Accepted 19 August 2016
Available online 27 August 2016

Keywords:
Digital era

ABSTRACT

This article reports data concerning the Internet-related activities and interest for Ironman Triathlon competition. Google Trends (GT) was used and mined from 2004 onwards. The interest for Ironman Triathlon was found to be cyclic over time. The Triathlon-related Internet activities negatively correlated with the number of finishers per year (Pearson's correlation $r = -0.690$, p-value < 0.05), while an increasing participation of female athletes who were less likely to

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http://dx.doi.org/10.1016/j.dib.2016.08.040

Google Trends
Infodemiology
Ironman Triathlon
Web 2.0

surf the Internet could be noticed ($r=-0.811$, p-value <0.05). Further, younger athletes, who were more likely to access the web, were underrepresented in the Ironman Triathlon event. Moreover, there was a correlation between the biking time and the Internet query volumes ($r=0.590$, p-value <0.05), and, in particular, for the male athletes ($r=0.664$, p-value <0.05). Finally, the countries which most contributed to the Internet query volumes were those with the highest number of medals.

Specifications Table

Subject area	*Sports sciences*
More specific subject area	*Sports data mining*
Type of data	*Graphs, heat-maps*
How data was acquired	*Outsourcing of Google Trends site and the Ironman site*
Data format	*Raw and Analyzed*
Experimental factors	*Google Trends search volumes were obtained through graphs and heat-maps*
Experimental features	*Validation of Google Trends-based data with "real-world" data taken from the Ironman site was performed by means of correlational analysis*
Data source location	**Worldwide**
Data accessibility	Data are within this article

Value of the data

- Google Trends (GT)-based data (*infodemiological* data) could be useful for scientific community and researchers in that they show good correlation with "real world" data obtained from the Ironman site, thus proving to be reliable.
- These data could be further statistically processed, analyzed, refined and validated.
- These data could be used to understand sports-related web activities.

1. Data

This article contains infodemiological data on Ironman Triathlon searched worldwide in the study period 2004–2013, obtained from Google Trends (GT) (Figs. 1, 2). These data showed a cyclic pattern (Fig. 3) and well correlated with "real-world" data obtained from the Ironman Triathlon site for the same study period (Figs. 4–7).

2. Experimental design, materials and methods

GT (freely available at https://www.google.com/trends) was used to explore Internet activities and interest related to Ironman Triathlon competition [1]. GT was searched worldwide, looking for "Ironman triathlon" as keyword, and using "search topic" as search strategy option, from its inception until 2013. "Real-world" statistical data were collected from the Ironman Triathlon site (available at http://ironmanworldchampionship.com) for the same study period 2004–2013.